

Snell & Wilmer

L.L.P.

LAW OFFICES

One Arizona Center
Phoenix, Arizona 85004-2202
602.382.6000 P
602.382.6070 F
swlaw.com

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FROM: Howard I. Sobelman PHONE: 602-382-6228

RE: U.S. Serial No. 09/834,478 - Response to Final Office Action

MESSAGE:

Please see attached. Please confirm receipt of this transmission by return facsimile. Thank you.

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CONFIRMATION NO.: CLIENT MATTER NO.: 40655.1300

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Date: July 5, 2005By Julie A. Eschick
Signature of Person Depositing FacsimilePATENTIN THE UNITED STATES PATENT AND
TRADEMARK OFFICE

Inventors:	Emily Chien, et al.	Docket No.	40655.1300
Serial No.:	09/834,478	Filing Date:	April 13, 2001
Group Art Unit:	3269	Examiner:	Dennis William Ruhl
Title:	A SYSTEM AND METHOD FOR USING LOYALTY POINTS	Confirmation No.:	2560

AMENDMENT AND REPLY

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Commissioner:

In reply to the Final Office Action mailed May 11, 2005, of which this Reply is filed within the two months, Applicants respectfully request entry of the amendments set forth below and consideration of the remarks that follow.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks begin on page 11 of this paper.

AXP Matter No. IP199900731
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